

REAL ESTATE SERVICES DIVISION, DEPARTMENT OF GENERAL SERVICES

CUSTOMER SATISFACTION SURVEY 2004: RESULTS

BACKGROUND

**RES D
AND
DEPARTMENT-
WIDE
CUSTOMER
SATISFACTION**

The Real Estate Services Division (RES D) continues a commitment to enhance customer approval through the ongoing review of customer satisfaction. RES D has conducted annual customer satisfaction surveys continuously since 1999.

As part of their efforts to measure performance, RES D continues to use the Department of General Services (DGS) customer survey format, a survey methodology developed by Research, Planning and Measurement (RPM) that allows divisions to collect customer satisfaction information that can be compared department-wide.

At the outset of the survey process, RES D Acting Deputy Director, John Brooks, and the Customer Account Management Branch, requested RPM continue with this method to execute RES D's 2004 customer survey. RPM administered the RES D survey electronically, as with the previous two annual surveys, and tabulated the results.

**CUSTOMER
QUESTIONS**

To rate RES D service delivery, we asked customers standard, performance-related, customer service questions, including four related to projects. We stated these questions in the customer satisfaction condition¹ and asked RES D customers to indicate their agreement with those statements. We followed these performance questions with a RES D *overall satisfaction* question. Furthermore, we asked customers to indicate the amount of contact they had with each individual branch and to rate their satisfaction with that branch. Finally, we asked customers for their comments.

**RES D
SURVEY**

RPM staff surveyed 541 RES D customers regarding the services they receive. RPM contacted these customers via an e-mail which consisted of:

- An explanatory cover letter from Acting Deputy Director, John Brooks.
- A web link to a Liquid Office based survey document located on a DGS server.

Respondents completed the survey online, and RPM collected and tallied their responses, and provided the results here.

Continued

¹ The customer satisfaction condition is a positive statement of how services should optimally be provided.

**REPORT
CONTENTS**

This report contains:

- Summaries of customer responses to specific survey questions, including an item reflecting overall customer satisfaction.
 - Appendices providing an overall data table and various data breakouts.
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SUBJECTS

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